



To protect and serve consumers while ensuring a fair and competent marketplace.



Department of Consumer Affairs (DCA) Consumer and Community Relations Division Upcoming 2007/2008 Calendar of Special Events

The Department of Consumer Affairs (DCA) brings information directly to consumers through outreach efforts such as presentations to community and consumer groups and distributing consumer information at community events. DCA also develops partnerships with other community, city county, and state consumer protection leaders who are working to help consumers become proactive.

The DCA Ambassador Program features speakers chosen from the various Boards, Bureaus, Divisions and Programs of the Department. Our ambassadors represent DCA and discuss consumer topics at meetings and events throughout the state. If you are interested in inviting someone from the Department to address your event or meeting, please download the [Ambassador Program Request Form](#), attach background literature or a fact sheet on your organization (if available) and mail to the address on the form. Four weeks' advance notice is preferred.

The Department has over 200 publications and through the AT&T language line service, DCA can assist consumers over the phone in more than 170 languages. Please call us toll free at **(800) 952-5210**. The events listed below will be attended by DCA staff that can provide answers to your questions regarding the Department and a wide variety of consumer protection topics.

July 2007

July Themes: **Clean Air** **Kick off – Unlicensed Activity Awareness Campaign**

Click on the DCA Outreach Events icon at www.dca.ca.gov to learn more about this month's themes: Clean Air, and its Unlicensed Activity Awareness Campaign. To help clean the air, learn about the Bureau of Automotive Repair's (BAR) "Help California Breathe Easier" campaign and the Consumer Assistance Program that provides financial assistance to help repair or retire a high-polluting vehicle. Did you know that DCA provides consumers with current license status information on the 2.4 million professionals licensed or certified through its boards and bureaus? All this and more can be found at the new DCA Outreach icon. Check it out!

July 1-4 Rancho Cordova 4th of July Celebration - 2007

Description: An event for families that provides an exciting lineup of exhibits, music, arts and crafts, good food, great music, a community parade, free consumer information, and much more. Vendors, including DCA, will attend this event on July 1st, 3rd and 4th. Only the carnival will be open on July 2nd.

Location: Hagen Park, 3197 Chase Drive, Rancho Cordova, CA

Sponsored by: City of Rancho Cordova

Event Web site: www.ranhocordovajuly4th.com

Expected Audience: 30,000

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July 2007 (cont)

July Themes: Clean Air Month Kick off – Unlicensed Activity Awareness Campaign

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July 11 Community Alliance Day

Description: The Better Business Bureau and several other consumer-oriented organizations come together to provide free consumer information and much more.

Location: The Merced Mall, 713 Merced Mall, Merced, CA

Sponsored by: The Better Business Bureau of San Joaquin Valley

Event Web site: www.bbcbencal.org

Expected Audience: 5,000

July 11 Commission on Aging

Description: The commission on Aging advises the City Council on issues of concern to senior citizens in Vacaville. The seven member commission meets at 1:30PM on the second Wednesday of each month. Meetings are held at City Hall at the City Council Chambers. Meetings are televised live on local cable TV, channel 8, and are rerun later in the week. A representative from the Department of Consumer Affairs will provide a presentation regarding consumer protection for seniors.

Location: Council Chambers of City Hall, 650 Merchant Street, Vacaville, CA

Sponsored by: The City of Vacaville

Event Web site: www.cityofvacaville.com

Expected Audience: 75

July 12 1st Annual Green Fair

Description: An event to educate Franchise Tax Board (FTB) employees on ways they can actively participate in bettering the environment. This event will feature information regarding alternative/public transportation, energy conservation, recycling, waste management, and air/water quality. The FTB's Executive Officer, Selvi Stanislaus, will deliver the keynote address.

Location: 9646 Butterfield Way, Sacramento, CA

Sponsored by: Franchise Tax Board

Event Web site: www.ftb.ca.gov

Expected Audience: 5,000+

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- July 12-15 The Kings Fair**
Description: An event for families that provides a great lineup of exhibits, attractions, good food, great music, tractor pulls, animals, free consumer information, and much more.
Location: 801 South 10th Avenue, Hanford, CA
Sponsored by: 24-A District Agriculture Association
Event Web site: www.kingsfair.com
Expected Audience: 500,000
- July 14 La Clínica de La Raza's 10th Annual Health Fair**
Description: An event geared predominantly toward Spanish-speaking adults and young children, which will provide free health screenings, eye examinations, vaccinations, consumer information, and much more.
Location: Cesar Chavez Community Center, 2825 International Blvd., Oakland, CA
Time: 10AM - 4PM
Sponsored by: La Clínica de La Raza Inc.
Event Web site: www.Laclinica.org
Expected Attendance: 2,000+
- July 14 Tune In and Tune Up**
Description: An event to encourage and educate vehicle owners on taking voluntary steps to help improve air quality by maintaining their vehicle. This event will provide free vehicle emission tests. Vehicles that fail may receive up to \$500 in free repairs at local Smog Check stations offered by Valley Clean Air Now (CAN). Local radio stations KUFW and KISV will be onsite covering the event. The Bureau of Automotive Repair (BAR) will be available to answer consumer-related and Smog Check questions, and distribute applications for BAR's Consumer Assistance Program (CAP).
Location: Arvin High School, 900 Varsity Avenue, Arvin, CA
Sponsored by: Valley Clean Air Now
Event Web site: www.valley-can.org
Expected Attendance: 500

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- July 14 Consumer Home Mortgage Town Hall**
Description: State officials and experts will gather at a town hall/fair where consumers can find resources on mortgages, lending, and making the most of homeownership. Representatives will be on hand to provide information on avoiding foreclosure, credit counseling, and loan document review.
Location: California Baptist University, Yeager Hall, 8432 Magnolia Ave., Riverside, CA 92504
Sponsored by: The Department of Consumer Affairs, Business, Transportation and Housing Agency, and Senator Bob Dutton
Event Web site: www.yourhome.ca.gov
Expected Attendance: 200
- July 20 Assemblywoman Hayashi Privacy Town Hall**
Description: This event will provide a public forum for a discussion of privacy and the online world. Everything from online privacy, latest ID Theft crimes and children's Internet safety will be discussed. The Office of Privacy Protection and the Cyber Safety for California program will give formal presentations.
Location: Deputy Sheriff's Association, 6689 Owens Drive, Suite 100, Pleasanton, CA 94588
Sponsored By: Assemblywoman Mary Hayashi
Event Web site: <http://democrats.assembly.ca.gov/members/a18/events.aspx>
Expected Attendance: 150
- July 21 Consumer Home Mortgage Town Hall**
Description: State officials and experts will gather at a town hall/fair where consumers can find resources on mortgages, lending, and making the most of homeownership. Representatives will be on hand to provide information on avoiding foreclosure, credit counseling, and loan document review.
Location: Our Lady of the Holy Rosary Church, 7800 Vineland Avenue, Sun Valley, CA
Sponsored by: The Department of Consumer Affairs, Business, Transportation and Housing Agency, and Senator Alex Padilla
Event Web site: www.yourhome.ca.gov
Expected Attendance: 300

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July 2007 (cont)

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July 22

Clean Air Car Show and Film Festival - 2007

Description: The City of South Pasadena, in partnership with State Senator Gil Cedillo and Assembly member Anthony Portantino will be hosting the first Clean Air Car Show and Film Festival.

The car show will include displays of the latest alternative fuel vehicles, and the film festival will provide free movies at the Rialto Theatre focusing on environmental themes. The event will raise awareness and educate the community about the adverse effects of vehicle emissions on the environment and its serious health impacts. Representative Adam Schiff, Pasadena Mayor Bill Bogaard, South Pasadena Mayor, Michael Cacciottie, and many other dignitaries are scheduled to attend this event.

Location: 1414 Mission Street, South Pasadena, CA

Time: 11AM - 6PM

Sponsored by: The City of South Pasadena

Event Web site: www.ci.south-pasadena.ca.us

Expected Attendance: 7,000+

July 28

Senator Yee, 8th Senate District Town Hall Meeting

Description: This event will provide a public forum where consumers will have access to information regarding services provided by State agency representatives. There will also be a formal presentation regarding consumer protection by Senator Leland Yee.

Location: Belmont City Hall, 1 Twin Pines Lane, Belmont, CA

Sponsored by: Senator Leland Y. Yee, 8th Senate District

Event Web site: www.dist08.casen.govoffice.com

Expected Attendance: 200

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August 2007

August Themes: **Back to School** **Unlicensed Activity Awareness**

- Aug 3–5** **13th Annual Monterey Bay Strawberry Festival**
Description: An event that truly has something for everyone; the 13th annual Strawberry Festival will feature exhibits, attractions, a multitude of strawberry delights, non-stop live music, and free consumer information.
Location: Ramsey Park, 1301 Main Street, Watsonville, CA
Sponsored by: Entertainment Services.
Event Web site: www.watsonvillestrawberryfestival.com
Expected Attendance: 74,000+
- Aug 9** **Senior Scam Stopper Program**
Description: The Senior Scam Stopper Program educates seniors on how to defend themselves from being taken advantage of by scam artists. Seniors who learn how to recognize a scam can better protect themselves from being victimized.
Location: Alhambra Senior Center, 111 South First Street, Alhambra, CA
Time: 5:30PM – 7:30PM
Sponsored by: Contractors State License Board (CSLB)
Event Web site: None available
Expected Attendance: 100+
- Aug 10–19** **San Mateo County Fair**
Description: An event for families that provides an exciting array of exhibits, attractions, excellent food, great music, and free consumer information.
Location: 2495 South Delaware Street, San Mateo, CA
Sponsored by: County of San Mateo, AT&T, Ben & Jerry's, Comcast, Sprint and numerous other organizations at the private, local and State level.
Event Web site: www.sanmateocountyfair.com
Expected Attendance: 139,000+

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August 2007 (cont.)

August Themes: **Back to School** **Unlicensed Activity Awareness**

Aug 13

Senior Scam Stopper Program

Description: The Senior Scam Stopper Program educates seniors on how to defend themselves from being taken advantage of by scam artists. Seniors who learn how to recognize a scam can better protect themselves from being victimized.

Location: Municipal Services Building, 33 Arroyo Drive, South San Francisco, CA

Time: 10AM - 12PM

Sponsored by: Contractors State License Board (CSLB)

Event Web site: None available

Expected Attendance: 100+

**Aug 17–
Sept 3**

California State Fair

Description: The California State Fair is a 16-day event with a wide range of attractions and activities for all-ages including traditional competitive exhibits, agriculture, home art and technological competitions, thrill rides, big name entertainment and specialty foods. The DCA will conduct nightly LifeSmarts competitions. For more information regarding the LifeSmarts Program, please visit www.LifeSmarts.org.

Location: Cal Expo, 1600 Exposition Blvd., Sacramento, CA

Sponsored by: Department of Consumer Affairs, Coca-Cola, Pontiac, Department of Conservation, SMUD, Golden 1, AT&T and numerous other organizations at the private, local and state level.

Event Web site: www.bigfun.org

Expected Attendance: 1,000,000+

Aug 18

Senator Yee, 8th Senate District Town Hall Meeting

Description: This event will provide a public forum where consumers will have access to information regarding services provided by state agency representatives. There will also be a formal presentation regarding consumer protection by Senator Leland Yee and the Mayor of Pacifica, Peter DeJarnett.

Location: Pacifica Community Center, 540 Crespi Drive, Pacifica, CA

Sponsored by: Senator Leland Y. Yee, 8th Senate District

Event Web site: www.dist08.casen.govoffice.com

Expected Attendance: 200

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August 2007 (cont.)

August Themes: **Back to School** **Unlicensed Activity Awareness**

- Aug 18** **Car Crazy Promotions Car Show**
Description: Car enthusiasts of all ages will enjoy a day filled with classic and custom auto shows, 50's and 60's music, delicious backyard home-style barbeque, raffle prizes, and free consumer information.
Location: 1900/2000 Alameda De Las Pulgas, San Mateo, CA
Sponsored by: Car Crazy Promotions
Event Web site: www.carcrazypromotions.org
Expected Attendance: 400
- Aug 22-25** **California Hispanic Chamber of Commerce 28th Annual State Convention and Business Expo**
Description: The CHCC is the premier regional Hispanic business organization in the nation, promoting the economic growth and development of Hispanic entrepreneurs. Leaders from the Hispanic community will hold seminars on a variety of business and consumer topics. DCA's Arbitration Certification Program will be available to educate consumers about the California Lemon Law and Arbitration process.
Location: 200 South Pine Avenue, Long Beach, CA
Sponsored by: California Hispanic Chamber of Commerce
Event Web site: <http://www.cahcc.com>
Expected Attendance: 2,500

September 2007

September Themes: **Healthy Aging Month** **Unlicensed Activity Awareness** **National Assisted Living Week (September 11-17)**

- Sept 5-7** **Refugee Summit - 2007**
Description: This Summit will feature plenary sessions regarding refugee resettlement concerns, a town hall meeting led by the Federal Office of Refugee Resettlement, workshops on a variety of topics, forum discussions, and exhibits. The DCA will conduct a workshop on the dangers of unlicensed practitioners.
Location: Renaissance Hotel, 111 E. Ocean Blvd., Long Beach, CA
Sponsored by: Department of Social Services
Event Web site: www.cdss.ca.gov
Expected Attendance: 300+

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September 2007 (cont.)

September Themes: **Healthy Aging Month**
 Unlicensed Activity Awareness
 National Assisted Living Week (September 11-17)

- Sept 7-30** **Los Angeles County Fair**
Description: The Los Angeles County Fair is an eighteen-day event with hundreds of exhibitors, vendors and a full-scale carnival dedicated to the residents of Los Angeles County.
Location: 1101 West McKinley Avenue, Pomona, CA
Sponsored by: LA County Fair Association
Event Web site: www.lacountyfair.com
Expected Attendance: 1,400,000
- Sept 9** **Viva Mexico**
Description: A celebration of Mexican Independence Day, which features live music, raffles, activities for kids, great food, exhibit booths, and much more.
Location: Kern County Fairgrounds, Bakersfield, CA
Time: 12PM – 7PM
Sponsored by: The Spanish Radio Group
Event Web site: www.kerncountyfair.com
Expected Attendance: 12,000+
- Sept 14-16** **Sonoma County's 13th Annual Fall Home Show**
Description: The Home Show is geared toward educating homeowners in regards to home improvement and home safety. This year's show will feature live auctions and seminars on a wide range of topics.
Location: Sonoma County Fairgrounds, 1350 Bennett Valley Road, Santa Rosa, CA
Sponsored by: G&G Productions
Event Web site: www.ggshows.com
Expected Attendance: 20,000

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September 2007 (cont.)

September Themes: **Healthy Aging Month**
 Unlicensed Activity Awareness
 National Assisted Living Week (September 11-17)

Sept 15 Tune In and Tune Up

Description: An event to encourage and educate vehicle owners on taking voluntary steps to help improve air quality by maintaining their vehicle. This event will provide free vehicle emission tests. Vehicles that fail may receive up to \$500 in free repairs at local Smog Check stations offered by Valley Clean Air Now (CAN). Local radio stations will be onsite covering the event. The Bureau of Automotive Repair (BAR) will be available to answer consumer-related and Smog Check questions, and distribute applications for BAR's Consumer Assistance Program (CAP).

Location: Fresno, CA (Address and time to be determined)

Sponsored by: Valley Clean Air Now

Event Web site: www.valley-can.org

Expected Attendance: 500

Sept 22 - 23 Community Health and Safety Expo

Description: This event will showcase community services relating to health care from Federal, State, City, and County agencies. There will also be free health screening, fingerprinting, hourly drawings, and consumer information. Information at this event will be provided in over 10 different languages.

Location: 2134 Montebello Town Center Drive, Montebello, CA

Time: Saturday: 10AM – 9PM, Sunday: 11AM – 7PM

Sponsored by: Beverly Hospital and AARP

Web site: None available

Expected Attendance: 20,000

Sept 28 40th Annual California Native American Indian Day

Description: For the past 40 years, this event has celebrated Native American culture and recognized the accomplishments of Native American leaders. This year, the events theme is "Recognizing Tribal Government Leaders' Contributions to Building Healthy Native American Communities". This event will also showcase a variety of state, federal, and local programs designed to assist American Indians and will feature cultural dancing, singing, and ceremonial spirit.

Location: North steps of the State Capitol, Sacramento CA

Time: 10AM – 2PM

Sponsored by: Native American Heritage Commission

Event Web site: None available

Expected Attendance: 1,500

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September 2007 (cont.)

September Themes: **Healthy Aging Month**
 Unlicensed Activity Awareness
 National Assisted Living Week (September 11-17)

Sept 28-29 **California Black Expo & Diversity Conference**
Description: This event will feature hundreds of exhibitors, live entertainment, delicious food, consumer information, and will also present various awards and tributes to local community leaders.
Location: San Diego Concourse (downtown), 202 C Street, San Diego, CA
Time: 10AM-6PM
Sponsored by: The Observer Media Group
Event Web site: None available
Expected Attendance: 51,000

October 2007

October Themes: **Unlicensed Activity Campaign**
 National Physical Therapy Month
 Customer Service Week (October 1-5)
 National Fire Prevention Week (October 7-13)
 National Health Care Quality Week (October 15-21)
 National Pharmacy Week (October 21-27)

Oct 3-14 **Big Fresno Fair**
Description: The Fresno Fair is a twelve-day event with exhibitors, vendors, and a full-scale carnival dedicated to the residents of Fresno County.
Location: 1121 South Chance Avenue, Fresno, CA
Sponsored by: The Big Fresno Fair
Event Web site: www.fresnofair.com
Expected Attendance: 500,000

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October 2007 (cont.)

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- Unlicensed Activity Campaign**
- National Physical Therapy Month**
- Customer Service Week (October 1-5)**
- National Fire Prevention Week (October 7-13)**
- National Health Care Quality Week (October 15-21)**
- National Pharmacy Week (October 21-27)**

Oct 6 Family Day

Description: Family Day is an event that promotes environmental awareness and features various community organizations that provide health and environmental services for families. There will also be local entertainers, tasty food, and activities intended to teach children and adults about living healthier life styles. This year's theme is "Creating a Sustainable, Green, and Healthier Community".

Location: Pacoima Community Center, 11243 Glenoaks Boulevard, Pacoima, CA

Sponsored by: Pacoima Beautiful

Event Web site: www.pacoimabeautiful.org

Expected Attendance: 1,200+

Oct 6 De La Hispanidad – "Columbus Day"

Description: Almost every weekend, the Hispanic Events Marketing office coordinates festivals for the Annual Hispanic Festivals in the City of Los Angeles and its surrounding areas. Families from Latin countries are drawn to these free multi-cultural events enjoying a variety of entertainment and all kinds of exhibitors from Community, Small Business & Corporations.

Location: San Fernando, CA 91340

Sponsored by: Hispanic Events Marketing

Event Web site: www.hispaniceventsmarketing.com

Expected Attendance: TBD

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- Customer Service Week (October 1-5)**
- National Fire Prevention Week (October 7-13)**
- National Health Care Quality Week (October 15-21)**
- National Pharmacy Week (October 21-27)**

Oct 12-14 E. Contra Costa County Home and Garden Show

Description: The Home and Garden Show is geared toward educating homeowners in regards to home improvement and home safety, and will feature live auctions and seminars.

Location: Contra Costa Fairground, Antioch, CA

Sponsored by: Liberty Shows, Inc.

Event Web site: www.libertyshow.com

Expected Attendance: 18,000 – 22,000

Oct 13-14 De Las Americas – “Hispanic world” Hispanic Street Fair

Description: Almost every weekend, the Hispanic Events Marketing office coordinates fiestas for the Annual Hispanic Festivals in the City of Los Angeles and its surrounding areas. Families from Latin countries are drawn to these free multi-cultural events to enjoy a variety of entertainment and a multitude of exhibitors from local community organizations, small businesses, and corporations.

Location: Echo Park, CA 90026

Sponsored by: Hispanic Events Marketing

Event Web site: www.hispaniceventsmarketing.com

Expected Attendance: TBD

Oct 19-21 Bakersfield 16th Annual Fall Home Show

Description: The Home Show is geared toward educating homeowners in regards to home improvement and home safety. This year's show will feature live auctions and seminars on a wide range of topics.

Location: Kern County Fairgrounds, 1142 South P Street, Bakersfield, CA

Sponsored by: G&G Productions

Event Web site: www.ggshows.com

Expected Attendance: 20,000

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- National Physical Therapy Month**
- Customer Service Week (October 1-5)**
- National Fire Prevention Week (October 7-13)**
- National Health Care Quality Week (October 15-21)**
- National Pharmacy Week (October 21-27)**

- Oct 20-21** **Cultura Latina – “Latino Culture” Hispanic Street Fair**
Description: Almost every weekend, the Hispanic Events Marketing office coordinates fiestas for the Annual Hispanic Festivals in the City of Los Angeles and its surrounding areas. Families from Latin countries are drawn to these free multi-cultural events to enjoy a variety of entertainment and a multitude of exhibitors from local community organizations, small businesses, and corporations.
Location: El Sereno, CA 90032
Sponsored by: Hispanic Events Marketing
Event Web site: www.hispaniceventsmarketing.com
Expected Attendance: TBD
- Oct 20** **Tune In and Tune Up**
Description: An event to encourage and educate vehicle owners on taking voluntary steps to help improve air quality. This event will provide free vehicle emission tests. Vehicles that fail may receive up to \$500 in free repairs at local Smog Check stations offered by Valley Clean Air Now. The Bureau of Automotive Repair (BAR) will be available to answer consumer-related and Smog Check questions, and distribute applications for BAR’s Consumer Assistance Program (CAP).
Location: Modesto, CA (Address and time to be determined)
Sponsored by: Valley Clean Air Now
Event Web site: www.valley-can.org
Expected Attendance: 500

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- Unlicensed Activity Campaign**
- National Physical Therapy Month**
- Customer Service Week (October 1-5)**
- National Fire Prevention Week (October 7-13)**
- National Health Care Quality Week (October 15-21)**
- National Pharmacy Week (October 21-27)**

Oct 27-28

Halloween - Hispanic Street Fair

Description: Almost every weekend, the Hispanic Events Marketing office coordinates fiestas for the Annual Hispanic Festivals in the City of Los Angeles and its surrounding areas. Families from Latin countries are drawn to these free multi-cultural events to enjoy a variety of entertainment and a multitude of exhibitors from local community organizations, small businesses, and corporations.

Location: San Fernando, CA 91340

Sponsored by: Hispanic Events Marketing

Event Web site: www.hispaniceventsmarketing.com

Expected Attendance: TBD

November 2007

November Themes:

- Winter Driving Tips**
- Veterans Day**
- American Recycles Day**
- Thanksgiving/Christmas Shopping Season – Consumer Tips**

Nov 3-4

Chiles & Chili “Chili Cook Off” - Hispanic Street Fair

Description: Almost every weekend, the Hispanic Events Marketing office coordinates fiestas for the Annual Hispanic Festivals in the City of Los Angeles and its surrounding areas. Families from Latin countries are drawn to these free multi-cultural events to enjoy a variety of entertainment and a multitude of exhibitors from local community organizations, small businesses, and corporations.

Location: Lynwood, CA 90262

Sponsored by: Hispanic Events Marketing

Event Web site: www.hispaniceventsmarketing.com

Expected Attendance: TBD

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November 2007

November Themes: **Winter Driving Tips**
 Veterans Day
 American Recycles Day
 Thanksgiving/Christmas Shopping Season – Consumer Tips

- Nov 10-11** **Dia De Los Veteranos “Veteran’s Day” - Hispanic Street Fair**
Description: Almost every weekend, the Hispanic Events Marketing office coordinates fiestas for the Annual Hispanic Festivals in the City of Los Angeles and its surrounding areas. Families from Latin countries are drawn to these free multi-cultural events to enjoy a variety of entertainment and a multitude of exhibitors from local community organizations, small businesses, and corporations.
Location: Pacoima, CA 91331
Sponsored by: Hispanic Events Marketing
Event Web site: www.hispaniceventsmarketing.com
Expected Attendance: TBD
- Nov 17-18** **Dia De Gracias “Thanksgiving” - Hispanic Street Fair**
Description: Almost every weekend, the Hispanic Events Marketing office coordinates fiestas for the Annual Hispanic Festivals in the City of Los Angeles and its surrounding areas. Families from Latin countries are drawn to these free multi-cultural events to enjoy a variety of entertainment and a multitude of exhibitors from local community organizations, small businesses, and corporations.
Location: Los Angeles, CA 90017
Sponsored by: Hispanic Events Marketing
Event Web site: www.hispaniceventsmarketing.com
Expected Attendance: TBD
- Nov 24-25** **Wilmington Festival - Hispanic Street Fair**
Description: Almost every weekend, the Hispanic Events Marketing office coordinates fiestas for the Annual Hispanic Festivals in the City of Los Angeles and its surrounding areas. Families from Latin countries are drawn to these free multi-cultural events to enjoy a variety of entertainment and a multitude of exhibitors from local community organizations, small businesses, and corporations.
Location: Wilmington, CA 90744
Sponsored by: Hispanic Events Marketing
Event Web site: www.hispaniceventsmarketing.com
Expected Attendance: TBD

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To protect and serve consumers while ensuring a fair and competent marketplace.



December 2007

December Themes: **Holiday Consumer Information** **Holiday Fire Safety** **Holiday Scams** **ID Theft/Online Shopping**

- Dec 1-2 Navideno "Christmas" - Hispanic Street Fair**
Description: Almost every weekend, the Hispanic Events Marketing office coordinates fiestas for the Annual Hispanic Festivals in the City of Los Angeles and its surrounding areas. Families from Latin countries are drawn to these free multi-cultural events to enjoy a variety of entertainment and a multitude of exhibitors from local community organizations, small businesses, and corporations.
Location: Lennox, CA 90304
Sponsored by: Hispanic Events Marketing
Event Web site: www.hispaniceventsmarketing.com
Expected Attendance: TBD
- Dec 8-9 Navideno de la Calle Ocho Christmas - Hispanic Street Fair**
Description: Almost every weekend, the Hispanic Events Marketing office coordinates fiestas for the Annual Hispanic Festivals in the City of Los Angeles and its surrounding areas. Families from Latin countries are drawn to these free multi-cultural events to enjoy a variety of entertainment and a multitude of exhibitors from local community organizations, small businesses, and corporations.
Location: Los Angeles, CA 90006
Sponsored by: Hispanic Events Marketing
Event Web site: www.hispaniceventsmarketing.com
Expected Attendance: TBD
- Dec 15-16 Navideno "Christmas" - Hispanic Street Fair**
Description: Almost every weekend, the Hispanic Events Marketing office coordinates fiestas for the Annual Hispanic Festivals in the City of Los Angeles and its surrounding areas. Families from Latin countries are drawn to these free multi-cultural events to enjoy a variety of entertainment and a multitude of exhibitors from local community organizations, small businesses, and corporations.
Location: Los Angeles, CA 90001
Sponsored by: Hispanic Events Marketing
Event Web site: www.hispaniceventsmarketing.com
Expected Attendance: TBD

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February 2008

February Theme: National Consumer Protection Week (February 3-9)

Feb 12-14 World Ag Expo - 2008

Description: One of the largest agricultural trade shows in the world, with over 1,500 exhibitors from 66 countries. This show brings sellers and buyers together for a three-day event featuring daily agricultural and dairy seminars, an international business center, a new products center, vendors, food, and free consumer information.

Location: Tulare, CA

Sponsored by: Tulare County, and many local businesses

Event Web site: www.worldagexpo.com

Expected Attendance: 50,000

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